



THE 21ST CENTURY HOME BUSINESS SHIFT

**CREATING THAT HOME BUSINESS
BY LEVERAGING ON THE INTERNET**

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Foreword

Of the closely 350 million individuals living in North America, seventy-four percent of these are net users. So it's not surprising that this mighty, universal medium for info consumption, networking and commerce has likewise emerged as among the most crucial elements in almost every business toolkit.

However for many home business owners, the net is more than tool - it's a lifeline that has helped them live and prosper through the current economic climate.

Chapter 1:

1st Steps

Synopsis

The beginning steps of business online.

1st Things 1st

A domain name is the URL of your online business. Picking out and registering a domain name is the opening move to starting an online business. After you've picked out the name you'd like to register, the procedure is easy and cost-friendly. Where to register your name is up to the prudence of individual businesses.

A web host furnishes you with the space and support to produce your site. Picking out the host that best suits a business is up to the prudence of that business. Expenditures and abilities, like site maintenance, search registration, and web site development, vary from host to host but it's crucial for it to be both reliable and secure.

The site of your online business is exceedingly important to its success. Because you don't have a tangible location, this is considered your "shop front". Sites may be designed personally, by employing

somebody to work as your web site designer, or by utilizing an independent design firm.

To design your own site:

Pick out a web hosting company and web site builder. You don't have to learn complicated computer programming or uploading techniques to start if you start with the correct site host. I highly advocate Site Build It! for both newbies and knowledgeable webmasters. I chose to build my own site with SBI because it's an incredible time saver and lets me spend my time writing content and monetizing my web site.

Research your web site topic and primary keywords to ascertain the popularity of your subject. You would like to find a good niche which both interests you and has plenty of demand without overmuch supply, that is, other sites on the same topic as you will be drawing traffic to eventually sell products and services.

Start out building your home page and site pages around your fundamental theme. Each page should be written about specific, researched keyword phrases. Site Build It's Brainstorm It tool is particularly helpful for accumulating your master keyword list.

Add graphics and media to your web site to add interest to your pages. Keep them elementary at the same time, as over-busy pages tend to retract your visitors attention to the content.

Publicize and market your web site, building back links and social media links to your pages. Take part in blog carnivals and writing material to step-up your site's profile within the niche market you target.

Monetize your site by promoting your own products or services or affiliate products connected to your web site contents. Ads and text ads may add to your site's income or even be your principal source of site income.

Chapter 2:

Promoting With Email

Synopsis

E-mail marketing is simple, fast and cost-effective when it comes to engaging buyers and making sales.

E-mail

Grow a list of customers you'd like your marketing e-mail to go to. One way to do that is to buy a mailing list. You are able to also get the e-mail addresses of existing clients, employees, or acquaintances. Word of mouth is always one crucial way to sell yourself and your business or utilize an opt in page.

The most crucial thing you'll need to do is formulate a message that you want to send out. If the buyers or audience you want to pull in can't quickly find the info they want they'll unsubscribe from your list if you have one or simply delete the mail when it arrives in their inbox.

Formulate a simple layout using an HTML template that provides well defined sections. Don't crowd the design with too much material, imagery, or little text. And don't use white font on a black background or additional high contrast combinations.

Produce a look that pushes your product or service. An e-mail message is an inexpensive and effective way for you to market a product or service. Make certain your logo is always prominently shown in the header, or someplace near the top of the page.

Integrate images into your e-mail ad, e-zine, or e-book. But do so with wisdom. If you're utilizing images of individuals try and use photographs of real individuals rather than stock images, which may seem flat and impersonal, and lack spontaneity. If your want your message to feature, and center on a product utilize high resolution graphics of your product(s) in your marketing e-mail. It has been proven that high quality and well placed graphics step-up clicks.

Produce an e-mail campaign or message that will "force action." success in e-mail marketing is about clicks, or getting buyers to open your e-mail, read it, and react by clicking on the link that will take

them straight to your site, signing on for a free trial, contacting somebody in your business, or sending on the e-mail to a acquaintance.

Get to the point by making certain that your material is relevant and valuable which will as well drive the reader to take action. Individuals want to get what is being offered fast. Put all the crucial info, the offer and call to action, at the top of the message so the receiver can't miss it.

Think about getting help. When it comes to designing HTML e-mail messages, you may consider working with a designer or e-mail service provider that utilizes web-based software to help businesses produce custom e-mail marketing messages.

A few authorities suggest keeping the file size for e-mails under 100 kilobytes (KB).

Chapter 3:

Use Video

Synopsis

Twenty hours of video are uploaded to the video sharing site YouTube every 60 minutes during the any day. Discover a couple of ways to

make your videos work for you and return site traffic with clickable links.

Video

Regrettably, YouTube videos don't provide for clickable links in the video recording itself. This may be a problem if your goal is to bring forth traffic. We have to work around that and get our clickable link someplace else on the page where the visitor will discover it.

Complete the description box.

When you upload your video recording on YouTube, there is a segment called DESCRIPTION. What you place here will appear to the right of your video recording when it displays on your channel.

Make your link the 1st thing in the description box. The very 1st thing in your description box ought to be a link to whatever you are marketing. So let's say you are building a YouTube video about how to bring in revenue by blogging, and marketing an info product about this matter. You want the link to the affiliate product to be the 1st thing in the description box.

If the link you would like to promote is an affiliate link, you might want to change it over to a shorter web address so it doesn't look so atrocious. You are able to utilize sites like TinyURL or Bitly to reduce the link.

If the link you are marketing is your own site or blog, leave it the way it is. The viewer will see the name of your site and might click on it.

You are able to likewise produce a clip at the end of your video instructing the viewer to click on the link to the right of the video recording. A lot of individuals don't know to look there so let them know.

Chapter 4:

Use Social Networks

Synopsis

A lot of new businesses are breaking because they do not comprehend the power of social networking.

Network

The most potent sort of advertisement is free and that is merely word of mouth. Social networking is presently one of the most potent forms of advertising today. Read on for inside information on how to begin your social networking campaign.

Sign on for a myspace, twitter, and facebook account. After you have done this, place the name of your business so that it appears on the

first page of each of these social networking web sites. Over eighty percent of individuals under twenty-five have a myspace, twitter, or facebook account. Right now is the perfect time to provide some form of business that would boom when directed at the younger population.

Develop your list of contacts every day! Acquire a list of acquaintances and contacts for each network. Start out by supplying all of your personal acquaintances and family, this will provide you a database of a hundred to three hundred contacts to work with perhaps. Individuals will promote you by word of mouth and your business will build up. You will carry on to add relevant acquaintances day-after-day.

You can never keep likely buyers too informed. Update your acquaintances. Perpetually updating your contacts is utterly critical to keeping an online networking campaign active. You want individuals to understand what is going on with your business at least every other day. This is as easy as a wall post on facebook, a bulletin board system announcement on myspace, and a tweet on twitter.

Step-up your traffic as much as conceivable! Bringing traffic to your web site. The entire idea behind social networking is that you will get hold of a ton of individuals in a short amount of time. This is exceedingly effective because even if individuals are not ready to make a purchase, they will more than likely look into your business.

By having three active social network accounts and perpetually updating your contacts, you will acquire a steady flow of traffic to your business site. These will start to bring forth leads, and one of these days sales.

Update each of your social networks every day. Include particular offers and a link to your business site every time you make an update. All of the time have something different to offer. Individuals will get annoyed and feel like you're spamming them if you just post the same dull advertising begging for sales day-after-day. Use good sense.

Chapter 5:

Use Back-Links

Synopsis

All net business owners hope to accomplish top rankings in search engine results pages, particularly on Google. Google is the most popular search engine amid net users and so, as a net business owner, you need to make certain that your site's Google page rank is elevated enough to make possible customers click on your link ahead of that of your rivalry.

Links

Aside from structuring your internet site to comply with search engine optimization criteria, the most dependable and tried and true strategy in improving your website's page rank is getting lots of back links.

Aside from relevancy to particular search terms, Google's bots look at the popularity of your web site. To make your web site look popular, you need to have many back links as these serve as sanctions from other sites. Naturally, the back links that you get should be from high quality sites so that Google bots may recognize their value.

Back links likewise help drive traffic to your site which helps you improve on your sites popularity and further better your page rank. Consequently, the more high quality back links you have, the simpler it is for you to better your sites Google page rank. To assist you in creating lots of beneficial quality back links, listed below are a few crucial steps you might want to abide by.

Utilize Social Book marking sites.

Social book marking sites are very popular among net users as it helps them share online material that interests them. Ascertain what the most popular social book marking sites are and utilize their tools to better your Google page rank.

Sift through your internet sites content and determine on which section you feel will activate your target market's interest most. Submit that section to popular social book marking web sites and you are able to be assured that, inside just a few hours, you will be receiving gobs of good quality traffic and your site will be listed by Google likewise. The more you do this, the greater your potential to get your site in top Google rankings.

Discussion boards are very helpful in increasing a sites ranking because it's in such web sites that individuals with similar interests converge to talk about relevant matters. Seek forums that have discussions that are relevant to your offers. What you must do then is sign on for an account and customize the settings so that your key signature includes a link to your web site.

Once you've done that, you are able to begin taking part in threads and each of your posts will link to your web site. When you take part, make sure that you share relevant info so that you might be perceived as experienced. The more interesting the material you share in discussion boards, the more likely other users are to click on your link and believe in your online business.

Link exchanges have become so used because it lets website owners generate inbound links from relevant web sites without having to dish out revenue. In a few forums, there are threads committed solely to individuals interested in link exchanges.

Discover where those forums are and see if you are able to find individuals who have sites with traffic you are able to leverage on. When doing this, view whether or not the person's target market is like yours. There's no point in attempting to draw in individuals who won't have any interest in what you have to provide.

Once you know that your target market is the same, attempt to discover how much traffic the other person's site has. If it yields enough traffic, you are able to be sure that you'll profit from the link exchange.

Exchanging links may be very helpful in your effort to step-up your Google page rank. By merely endorsing other sites on your own web site, you are able to render back links that will help you heighten your Google reputation as well as drive traffic to your web site.

Wrapping Up

Final tips:

Twitter this, twitter that, but you truly need a twitter account. Having a twitter account is essentially like having a brief blog. You are able to post links to your site and keep past and future clients aware of what you have going on. Let alone that Google loves twitter and indexes your posts really easily and free of charge! Also make certain to put a

link to your twitter on your site. This is a great two-way link and will help constructing your rank on Google.

Facebook has totally inspired the social networking environment. What you want to do is establish a personal facebook page and a business fan page. Invite everybody and anybody you know; Old classmates, old buyers, etc. Then you want to invite them to your business page. Include all your business facts particularly your site and twitter. Also make certain to put a link to your facebook on your site.

Craigslist has a good services section where you can post classifieds for your business based on your location. Regrettably it's very public so you might get a couple spam e-mails but its well worth it. Make certain to post at least three times a day to ensure you're at the top of the list in your class.

Next you need to post your site to the main search engines like Google and yahoo.

Article authoring. This is far and away the best and most effective way to bring forth traffic to your site and then finally make you revenue. You need to author relevant keyword rich material that you are able to then link back to your site. Once you author an article make certain to add your URL in the resource box.